

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of : Srinivasan et al.  
Serial No. : 09/804,735 Examiner : J. Janvier  
Filed : March 13, 2001 Group Art Unit : 3622  
For : DETERMINING THE EFFECTIVENESS OF INTERNET  
ADVERTISING (as amended)

HON. COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

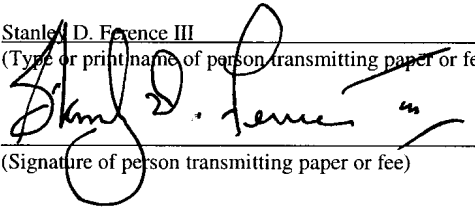
Transmitted herewith is an Amendment in the above-identified application.

1. ☒ Applicant requests an extension of time to respond to the outstanding Office Action. A Petition for an extension of time is enclosed.
- OR
2. ☐ In the event that an extension of time is required, this conditional petition is being made to provide for the possibility that applicant has inadvertently overlooked the need for a petition and fee for extension of time.
3. ☒ Applicants claim Small Entity status under 37 C.F.R. 1.27.

CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being filed with the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, by EFS Web on December 24, 2008.

Stanley D. Frence III  
(Type or print name of person transmitting paper or fee)

  
(Signature of person transmitting paper or fee)

5. ☐ Also enclosed: \_\_\_\_\_
6. ☒ No additional filing fee is required.
7. ☒ The filing fee has been calculated as shown below:

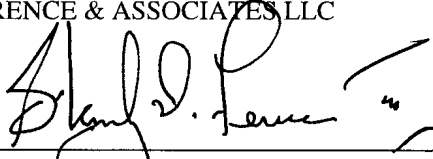
	Claims Remaining After Amendment (Col. 1)	-	Highest No. Prev. paid for (Col. 2)	=	Present Extra (Col. 3)		SMALL ENTITY				OTHER THAN A SMALL ENTITY	
							RATE	FEE			RATE	FEE
Total Claims	20	-	** 20	=	* 0	x	\$26	= 0	O	x	\$52	=
Ind.	2	-	*** 3	=	* 0	x	\$110	= 0	O	x	\$220	=
Claims									R			
<input type="checkbox"/> Multiple Dependent Claim Presented						+	\$195	=	O	+	\$390	=
									R			
							TOTAL	= \$0	O		TOTAL	= \$
									R			

- \* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.
- \*\* If the "Highest No. Prev. paid for" in this space is less than 20, write "20" in this space.
- \*\*\* If the "Highest No. Prev. paid for" in this space is less than 3, write "3" in this space.

8. ☒ Applicants have enclosed a Petition for Extension of Time pursuant to 37 CFR 1.136(a) and are paying by Credit Card via EFS-WEB.
9. ☒ The Commissioner is hereby authorized to charge payment of any additional filing fees associated with this communication or credit any overpayment to the credit card used to pay via EFS-WEB.

Respectfully submitted,

FERENCE & ASSOCIATES LLC

By   
Stanley D. Ference III  
Reg. No. 33,879

Dated: December 24, 2008

Mailing Address:

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